

Questions to the Peer Reviewers

Study Design

1. Were appropriate methodologies chosen to conduct the study?
2. Were appropriate methodologies chosen to address the key learning objectives?

Study Implementation

Qualitative:

3. Were the recruitment screeners appropriate to acquire the type of consumers needed to conduct this study?
4. Were the questions asked in the discussion guides appropriate and/or sufficient to acquire the necessary consumer opinions about labels?
5. Were the key learning objectives represented in the discussion guides?
6. Did the mock labels/samples appear to be adequate for the participants?

Quantitative:

7. Were the recruitment screeners and practices appropriate to acquire the type and quantity of consumers needed to conduct the quantitative survey?
8. Was the telephone interview outline adequate for its purpose?
9. Was the length, structure and content of the written questionnaire appropriate?
10. Were appropriate statistical methods and processes used to compile and evaluate the data from the surveys?
11. Were the key learning objectives adequately represented by the questions on the mail and phone surveys?

Research Groups:

12. Did the work of the groups appear to reflect what was being learned in the qualitative and quantitative research?

Study Results and Recommendations

13. Are the findings supported by the research?
14. Are the implications reasonable, based on the findings?
15. Based on the quotes provided in the text from the focus groups, do the discussion and recommendations seem relevant?

16. Is enough raw data presented to provide the reader with a clear picture of consumer behavior/opinions regarding labels?
17. Are the conclusions supported by the findings and data?
18. Do the recommendations appear supported by the research findings?
19. Do the report findings/recommendations concerning the consumer education campaign, storage and disposal, standardized information, etc. appear to be supported by the research?

Peer Review Process

20. Should the Agency consider this type of review for similar research efforts? If not, why not?
21. Were the materials sufficient for your review? If not, what additional materials would you like to have seen included in the package.
22. Was the time allotment adequate for review of the material and preparation of comments? If not, how much time do you believe is reasonably required to perform this review?
23. What changes would you suggest to improve the process?

Other

24. Does the report adequately explain the goals, process, and accomplishments of the project?
25. Are stakeholder concerns adequately represented/addressed?
26. Are there any additional areas you would like to address or comments you would like to include?